

APPENDIX B

Questionnaires

Random Community Survey/Target Market Survey

ASK TO SPEAK TO THE MALE HEAD OF HOUSEHOLD FIRST, IF NOT HOME ASK TO SPEAK TO THE FEMALE HEAD OF HOUSEHOLD. PLEASE BE SURE RESPONDENT IS AT LEAST 21 YEARS OF AGE.

Hello. I'm _____ from Wisconsin Research. We are conducting a brief survey for the State of Wisconsin. Could I please have a few minutes of your time?

INITIAL REFUSALS: TALLY: _____

A. May I have your zip code? _____ **INTERVIEWER PLEASE VERIFY RESPONDENTS ARE IN THE CORRECT ZIP CODE FOR THEIR AREA.**

INTERVIEWER PLEASE CODE INTO PROPER CATEGORY. YOU WILL BE COMPLETING ALL OF THE RANDOM SAMPLE BEFORE YOU DO THE TARGETED SAMPLE.

POLK COUNTY

Random Sample-----1 QUOTA 400
Targeted non-random sample-----2

DODGEVILLE

Random Sample-----3 QUOTA 400
Targeted non-random sample-----4

TOMAH

Random Sample-----5 QUOTA 400
Targeted non-random sample-----6

1. Have you heard of any programs in your community to try to decrease driving after excessive drinking?

Yes-----1 CONTINUE
No-----2 SKIP TO QUESTION 3
Don't know-----3 SKIP TO QUESTION 3

2. How does the ride program work? Tell me what you know about it. **INTERVIEWER: RECORD VERBATIM AND THEN INTO APPROPRIATE CATEGORIES FOR APPROPRIATE AREA.**

SKIP TO QUESTION 5

POLK COUNTY

Limos -----	101
In operation Friday and Saturday nights-----	102
Pay \$3 or \$5 for one ride (either amount is correct)-----	103
Pay \$15 for a whole night of rides-----	104
Bar owners sell tickets for riders-----	105
Bar owners place calls to dispatch limos -----	106
Can ride in groups or alone-----	107
Can get ride to the bar at the beginning of the evening-----	108
Can drink in limo-----	109
Can bar hop from bar to bar-----	110
Can get ride home at end of night-----	111
Other (Specify)_____	198
Don't know / no answer-----	199

DODGEVILLE

Cost \$5 or \$10 (either amount is correct)-----	201
Service available Friday & Saturday nights and for special events-----	202
Can call for a ride-----	203
Ask bar to call for a ride-----	204
Cars are limo, Cadillac, Lincoln Town Car or Van-----	205
Can ride in groups or alone-----	206
Can call in advance to reserve a limo pick-up-----	207
Can get a ride to the bar at the beginning of the evening-----	208
Can bar hop from bar to bar-----	209
Can get ride home at end of night-----	210
Volunteer drivers will drive your car home for you-----	211
Other (Specify)_____	298
Don't know / no answer-----	299

TOMAH

Ace and/or AAA Cab Company provide service-----	301
Vouchers distributed by bartenders-----	302
Vouchers distributed by cab drivers-----	303
Cost is \$2 off ride home, or \$2 coupon for food/games with a ride the bar (either answer is correct)-----	304
5 pm to closing time-----	305
Anyone can call for a ride-----	306
Bartender can call for a ride-----	307
Can leave car parked downtown and have parking ticket revoked if ticketed-----	308
Other (Specify)_____	398
Don't know / no answer-----	399

3. Have you heard of a program in your area that provides rides to and from bars so that people who have had too much to drink can have a ride home?

Yes-----1 CONTINUE

No/don't know-----2 SKIP TO QUESTION 16

4. How does the program work? Tell me what you know about it. **INTERVIEWER: RECORD VERBATIM AND THEN INTO APPROPRIATE CATEGORIES FOR APPROPRIATE AREA.**
-

POLK COUNTY

Limos -----	101
In operation Friday and Saturday nights-----	102
Pay \$3 or \$5 for one ride (either amount is correct)-----	103
Pay \$15 for a whole night of rides-----	104
Bar owners sell tickets for riders-----	105
Bar owners place calls to dispatch limos-----	106
Can ride in groups or alone-----	107
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Can drink in limo-----	109
Can bar hop from bar to bar-----	110
Can get ride home at end of night-----	111
Other (Specify)_____	198
Don't know / no answer-----	199

DODGEVILLE

Cost \$5 or \$10 (either amount is correct)-----	201
Service available Friday & Saturday nights and for special events-----	202
Can call for a ride-----	203
Ask bar to call for a ride-----	204
Cars are limo, Cadillac, Lincoln Town Car or Van-----	205
Can ride in groups or alone-----	206
Can call in advance to reserve a limo pick-up-----	207
Can get a ride to the bar at the beginning of the evening-----	208
Can bar hop from bar to bar-----	209
Can get ride home at end of night-----	210
Volunteer drivers will drive your car home for you-----	211
Other (Specify)_____	298
Don't know / no answer-----	299

TOMAH

Ace and/or AAA Cab Company provide service-----	301
Vouchers distributed by bartenders-----	302
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Cost is \$2 off ride home, or \$2 coupon for food/games with a ride the bar (either answer is correct)-----	304
5 pm to closing time-----	305
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Bartender can call for a ride-----	307
Can leave car parked downtown and have parking ticket revoked if ticketed-----	308
Other (Specify)-----	398
Don't know / no answer-----	399

5. What is the name of that program? RECORD AND CODE; _____

ROAD CREW -----	1
THE PARTY BARGE -----	2
TAKE A CAB ON OUR TAB -----	3
SAFE RIDE -----	4
Wrong name (RECORD ALL WRONG NAMES GIVEN BY RESPONDENT)-----	5
Don't know-----	6

6. **FOR EACH NAME NOT MENTIONED IN Q5 ASK:** Have you heard of a program
called: READ
PROGRAM NAME:

The Road Crew -----	1
The Party Barge -----	2
Take a Cab on our Tab -----	3
Safe Ride -----	4

Only respondents who are aware of program at question 1 or 3 should answer the following.

7. How did you first learn about this program? DO NOT READ LIST. RECORD ON GRID UNDER FIRST HEARD. **SINGLE RESPONSE**

8. Where else have you seen news, publicity, or advertising for that program? RECORD ON GRID UNDER OTHER. **MULTIPLE RESPONSE**

	FIRST HEARD	OTHER
Radio-----	01	01
TV commercial-----	02	02
TV news-----	03	03
Newspaper ads-----	04	04
Newspaper articles-----	05	05
Vehicle signage-----	06	06
Posters in bars-----	07	07
Staff in bars-----	08	08
Word of mouth/other people-----	09	09
Know people who have used it----	10	10
Flyers at local establishments-----	11	11
Road Crew T-shirt-----	12	12
Other (SPECIFY: _____)		
	98	98
Don't remember/don't know-----	99	99

9. How do you feel about the ride program that is in your area? Do you feel . . . READ LIST.

Very positive about the program-----	1
Somewhat positive about the program-----	2
Neither positive nor negative about the program---	3
Somewhat negative about the program-----	4
Very negative about the program-----	5
Don' t know-----	6 DO NOT OFFER

10. What do you think are the positive features of this ride program? PROBE: Any other?

11. What do you think are the negative features of this ride program? PROBE: Any other?

12. Do you feel the ride program has had any positive impact in your community?

Yes----- 1 CONTINUE
No----- 2 SKIP TO QUESTION 13

12A. What positive impact has it had?

13. Do you feel the ride program has had any negative impact in your community?

Yes----- 1 CONTINUE
No----- 2 SKIP TO QUESTION 14

13A. What negative impact has it had?

Now, I'd like to ask you for your opinion of changes that may have happened in your community since the beginning of the ride program.

13B. With respect to the number of people going to bars, do you think that this has: READ LIST.

Increased----- 1
Decreased----- 2
Stayed about the same-----3

13C. With respect to the amount that people are drinking in the bars, do you think that this has: READ LIST

Increased----- 1
Decreased----- 2
Stayed about the same-----3

13D. With respect to where people drink, do you think that people now are more likely to:
READ LIST.

Drink at home----- 1
Drink at bars----- 2
Or, there isn't much change in drinking habits----- 3

13E. With respect to the number of people who drive after drinking excessively, do you think that this has: READ LIST.

Increased----- 1
Decreased----- 2
Stayed about the same----- 3

13F. With respect to the amount that individual people are driving and drinking excessively, do you think that this has: READ LIST.

Increased----- 1
Decreased----- 2
Stayed about the same----- 3

14. Do you know of anyone in your community who has used the ride service?

Yes----- 1
No----- 2

15. Have you, personally, ever used the ride service?

Yes----- 1
No----- 2

ASK EVERYONE

16. **INTERVIEWER: IF AWARE OF PROGRAM ASK:** Before this program began, did you feel that drinking and driving in your area was....?

INTERVIEWER: IF NOT AWARE OF THE PROGRAM ASK: Before this call today, did you feel that drinking and driving in your area was. . . ?

A major problem----- 1
Somewhat of a problem----- 2
A minor problem----- 3
No problem at al----- 4

17. In your community as a whole, how concerned are residents with drinking and driving. Would you say they are: READ LIST,

Very concerned-----	1
Somewhat concerned-----	2
Neither concerned or unconcerned-----	3
Somewhat unconcerned-----	4
Very unconcerned-----	5

The following questions are for classification purposes only.

18. How old are you? _____ **INTERVIEWER CODE INTO FOLLOWING CATEGORIES, IF RESPONDENT DOES NOT ANSWER READ CATEGORIES.**

PROMPT IF ONLY NECESSARY: Into which of the following age categories does your age fall? READ LIST.

21-24-----	1
25-29-----	2
30-34-----	3
35-44-----	4
45-54-----	5
55-64-----	6
65+-----	7
Refused-----	8 DO NOT OFFER

19. What is the highest level of education you have completed? READ LIST.

Less than high school grad-----	1
High school graduate-----	2
Some college / tech school-----	3
College graduate-----	4
Post graduate degree-----	5
Refused-----	6 DO NOT OFFER

20. Which of the following categories describes your household income before taxes for the year 2002? READ LIST

Less than \$15,000-----	1
\$15,000-\$34,999-----	2
\$35,000-\$54,999-----	3
\$55,000-\$74,999-----	4
\$75,000 or more-----	5
Refused-----	6 DO NOT OFFER

21. CODE GENDER OF THE RESPONDENT.

Male----- 1

Female----- 2

Thank you very much for your time.

Name_____ Phone_____

Address_____

City_____ State_____ Zip_____

City Official Survey

ASK TO SPEAK TO THE PERSON ON THE LIST.

Hello. I'm _____ from Wisconsin Research. For the past year, there has been a program in your community to offer rides to bar patrons who may have had too much to drink. We are now evaluating this program, and would like to talk to you. As someone who is a community leader, your insights are very important to us. We got your name from (Names : TOMAH: Renie Betthausen (Pronounced Ree-Nee); POLK: Keven Casselius and DODGEVILLE: JoAnn Munson or Dennis Marklein), the local coordinator of your program. I'll need about 20 minutes. Is this a good time to talk to you about the ride program? IF NOT A CONVENIENT TIME, PLEASE SCHEDULE A CALLBACK TIME WITH THE RESPONDENT.

INITIAL REFUSALS: TALLY: _____

CALLBACK: _____

POLK COUNTY-----	1 Quota 25
DODGEVILLE-----	2 Quota 25
TOMAH-----	3 Quota 25

1. Have you heard of any programs in your community to try to decrease driving after excessive drinking?

Yes-----1 CONTINUE
No-----2 SKIP TO QUESTION 3
Don't know-----3 SKIP TO QUESTION 3

2. How does the program work? Tell me what you know about it. PROBE: Can you tell me anything else about the program? **INTERVIEWER: RECORD VERBATIM AND THEN INTO APPROPRIATE CATEGORIES FOR APPROPRIATE AREA.**

SKIP TO QUESTION 5

POLK COUNTY

Limos -----	101
In operation Friday and Saturday nights-----	102
Pay \$3 or \$5 for one ride (either amount is correct)-----	103
Pay \$15 for a whole night of rides-----	104
Bar owners sell tickets for riders-----	105
Bar owners place calls to dispatch limos-----	106
Can ride in groups or alone-----	107
Can get ride to the bar at the beginning of the evening-----	108
Can drink in limo-----	109
Can bar hop from bar to bar-----	110
Can get ride home at end of night-----	111
Other (Specify)-----	198
Don't know / no answer-----	199

DODGEVILLE

Cost \$5 or \$10 (either amount is correct)-----	201
Service available Friday & Saturday nights and for special events-----	202
Can call for a ride-----	203
Ask bar to call for a ride-----	204
Cars are limo, Cadillac, Lincoln Town Car or Van-----	205
Can ride in groups or alone-----	206
Can call in advance to reserve a limo pick-up-----	207
Can get a ride to the bar at the beginning of the evening-----	208
Can bar hop from bar to bar-----	209
Can get ride home at end of night-----	210
Volunteer drivers will drive your car home for you-----	211
Other (Specify)-----	298
Don't know / no answer-----	299

TOMAH

Ace and/or AAA Cab Company provide service-----	301
Vouchers distributed by bartenders-----	302
Vouchers distributed by cab drivers-----	303
Cost is \$2 off ride home, or \$2 coupon for food/games with a ride the bar (either answer is correct)-----	304
5 pm to closing time-----	305
Anyone can call for a ride-----	306
Bartender can call for a ride-----	307
Can leave car parked downtown and have parking ticket revoked if ticketed-----	308
Other (Specify)-----	398
Don't know / no answer-----	399

3. Have you heard of a program in your area that provides rides to and from bars so that people who have had too much to drink can have a ride home?

Yes-----1 CONTINUE

No/don't know-----2 SKIP TO QUESTION 24

4. How does the program work? Tell me what you know about it. PROBE: Can you tell me anything else about the program? **INTERVIEWER: RECORD VERBATIM AND THEN INTO APPROPRIATE CATEGORIES FOR APPROPRIATE AREA.**

POLK COUNTY

Limos -----	101
In operation Friday and Saturday nights-----	102
Pay \$3 or \$5 for one ride (either amount is correct)-----	103
Pay \$15 for a whole night of rides-----	104
Bar owners sell tickets for riders-----	105
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Can ride in groups or alone-----	107
Can get ride to the bar at the beginning of the evening-----	108
Can drink in limo-----	109
Can bar hop from bar to bar-----	110
Can get ride home at end of night-----	111
Other (Specify)-----	198
Don't know / no answer-----	199

DODGEVILLE

Cost \$5 or \$10 (either amount is correct)-----	201
Service available Friday & Saturday nights and for special events-----	202
Can call for a ride-----	203
Ask bar to call for a ride-----	204
Cars are limo, Cadillac, Lincoln Town Car or Van-----	205
Can ride in groups or alone-----	206
Can call in advance to reserve a limo pick-up-----	207
Can get a ride to the bar at the beginning of the evening-----	208
Can bar hop from bar to bar-----	209
Can get ride home at end of night-----	210
Volunteer drivers will drive your car home for you-----	211
Other (Specify)-----	298
Don't know / no answer-----	299

TOMAH

Ace and/or AAA Cab Company provide service-----	301
Vouchers distributed by bartenders-----	302
Vouchers distributed by cab drivers-----	303
Cost is \$2 off ride home, or \$2 coupon for food/games with a ride the bar (either answer is correct)-----	304
5 pm to closing time-----	305
Anyone can call for a ride-----	306
Bartender can call for a ride-----	307
Can leave car parked downtown and have parking ticket revoked if ticketed-----	308
Other (Specify)-----	398
Don't know / no answer-----	399

5. What is the name of that program? RECORD AND CODE ALL THAT ARE MENTIONED _____

ROAD CREW -----	1
THE PARTY BARGE -----	2
TAKE A CAB ON OUR TAB -----	3
SAFE RIDE -----	4
Wrong name (RECORD ALL WRONG NAMES GIVEN BY RESPONDENT)-----	5
Don't know-----	6

6. **FOR EACH NAME NOT MENTIONED IN Q5 ASK:** Have you heard of a program called: READ
PROGRAM NAME:

The Road Crew -----	1
The Party Barge -----	2
Take a Cab on our Tab -----	3
Safe Ride -----	4

Only respondents who are aware of program at question 1 or 3 should answer the following: otherwise skip to question 24.

7. How did you first learn about this program? DO NOT READ LIST. RECORD ON GRID UNDER FIRST HEARD. **SINGLE RESPONSE**
8. Where else have you seen news, publicity, or advertising for that program? RECORD ON GRID UNDER OTHER. **MULTIPLE RESPONSE**

	FIRST HEARD	OTHER
Radio-----	01	01
TV commercial-----	02	02
TV news-----	03	03
Newspaper ads-----	04	04
Newspaper articles-----	05	05
Vehicle signage-----	06	06
Posters in bars-----	07	07
Word of mouth/other people-----	08	08
Know people who have used it----	09	09
Flyers at local establishments-----	10	10
Road Crew T-shirt-----	11	11
Bar workers-----	12	12
Bar owners-----	13	13
Community coalition / team-----	14	14
Police / sheriff-----	15	15
Tavern League meeting or newsletter	16	16
Other (SPECIFY:		
_____	98	98
Don't remember/don't know-----	99	99

9. How do you feel about the ride program that is in your area? Do you feel . . . READ LIST.

Very positive about the program-----	1
Somewhat positive about the program-----	2
Neither positive nor negative about the program---	3
Somewhat negative about the program-----	4
Very negative about the program-----	5
Can see both some positives and negatives about the program-----	6
Don't know-----	7 DO NOT OFFER

10. What do you think are the positive features of this ride program? PROBE: Any others?

11. What do you think are the negative features of this ride program? PROBE: Any others?

IF QUESTION 11 ANSWER IS "NONE" SKIP TO QUESTION 12

11a. How would you go about improving the program? PROBE: Anything else?

12. Do you feel the ride program has had any positive impact in your community?

Yes-----

1 CONTINUE

No-----

2 SKIP TO QUESTION 13

12A. What positive impact has it had? PROBE: Anything else?

13. Do you feel the ride program has had any negative impact in your community?

Yes-----

1 CONTINUE

No-----

2 SKIP TO QUESTION 13C

13A. What negative impact has it had? PROBE: Anything else?

13B. From your perspective as a community leader, how would you go about improving the program? PROBE: Anything else?

Now, I'd like to ask you for your opinion of changes that may have happened in your community since the beginning of the ride program.

13C. With respect to the **number of people** going to bars, do you think that for **your community** the numbers have: READ LIST.

- Increased----- 1
- Decreased----- 2
- Stayed about the same-----3
- No way for me to know----- 4 DO NOT OFFER

13D. With respect to the **amount** that people are drinking in the bars, do you think that in **your community** it has: READ LIST

Increased----- 1
Decreased----- 2
Stayed about the same-----3
No way for me to know----- 4 DO NOT OFFER

13E. With respect to where people drink, do you think that people now are more likely to: READ LIST.

Drink at home-----1
Drink at bars-----2
Or, there hasn't been much change in drinking habits-----3
Or, there is no way for me to know-----4 DO NOT OFFER

13F. With respect to the **number of people** who drive after drinking excessively, do you think that this has: READ LIST.

Increased----- 1
Decreased----- 2
Stayed about the same-----3

13G. With respect to the amount that **individual people** are driving and drinking excessively, do you think that this has: READ LIST.

Increased----- 1
Decreased----- 2
Stayed about the same-----3

14. In what ways did you participate in the ride program? PROBE: Any other ways?
Record verbatim and code into appropriate categories.

Put up posters----- 01
 Actively encouraged servers and bar owners to tell about
 ride program----- 02
 Volunteered for the program----- 03
 Shared my expertise with program planners----- 04
 Was member or planning committee----- 05
 Explained or discussed program to colleagues or constituents----- 06
 Attended meeting where program was discussed----- 07
 Displayed program posters or distributed program brochures in my
 Agency / business / office----- 08
 Provided in-kind or financial support for program----- 09
 Been interviewed about the program----- 10
 Spoke about the program at community event----- 11
 Spoke to faith community about it----- 12
 Discussed with a neighbor----- 13
 Don't know / no answer----- 99 DO NOT
 OFFER

- 14a. For each of the following issues, would you say that there has been an increase, decrease or no change **in your community bars** since the beginning of the ride program?

	Increase	No change	Decrease	Don't know
Change in sales	1	2	3	4
Change in individual consumption levels	1	2	3	4
Changes in number of customers	1	2	3	4

15. Before this program began, did you feel that drinking and driving in your area was....?

A major problem----- 1
 Somewhat of a problem----- 2
 A minor problem----- 3
 No problem at all----- 4

16. Has your opinion changed since the initiation of this program?

Yes----- 1 CONTINUE
No----- 2 SKIP TO QUESTION 18

17. How has ***your opinion*** about drinking and driving as a problem in your community changed?

18. Have you seen an increase or decrease in the use of designated driver or other ride plans since the beginning of the program?

Yes, increase----- 1
Yes, decrease----- 2
No change----- 3
Don't know / no answer----- 4

19. Have you noticed that people who had used designated driver or other ride programs in the past have switched over to the new ride program?

Yes----- 1
No----- 2
Don't know / no answer----- 3

20. Do you feel that the people who are using the new ride program would have used other programs anyway?

Yes----- 1
No----- 2
Don't know / no answer----- 3

21a. Do you feel that people are taking more or less responsibility for their drinking now that there is a ride service available?

More responsibility----- 1
Less responsibility----- 2
No change----- 3

22. Has anyone in your community said anything to you regarding this program?

Yes----- 1 CONTINUE
No----- 2 SKIP TO QUESTION 25

23. What have they said about the program?

SKIP TO QUESTION 25

24. Before this call today, did you feel that drinking and driving in your area was. . . ?

A major problem----- 1
Somewhat of a problem----- 2
A minor problem----- 3
No problem at all----- 4

25. An important part of the ride program is that it will need to be self sufficient in order to continue in the future. The fees that are collected from the riders would pay for the program. Do you feel that your community **should** continue this program?

Yes----- 1

No----- 2

25A. IF YES AT Q25 ASK: Why do you feel that the program should continue?

IF NO AT Q25 ASK: Why do you feel that the program should not be continued?

26. Do you think your community **will** continue this program after the pilot program has ended?

Yes----- 1
No----- 2

27. IF **YES** AT Q26 ASK: Why do you feel that your community **will** continue the program beyond the pilot program?

IF **NO** AT Q26 ASK: Why do you feel that your community **will not** continue the program beyond the pilot?

28. How do you feel about programs such as this one, which try to change behavior in the community? Do you. . READ LIST.

- Strongly support this type of program----- 1
- Somewhat support this type of program----- 2
- Strongly believe that it is up to the individual
to control his / her own behavior and the
community should not be involved----- 3
- Somewhat believe that it is up to the individual to
control his / her own behavior and the
community should not be involved----- 4
- Don't know / no answer----- 5 DO NOT OFFER

29. In your community as a whole, how concerned are residents with drinking and driving. Would you say they are: READ LIST,

- Very concerned----- 1
- Somewhat concerned----- 2
- Neither concerned or unconcerned----- 3
- Somewhat unconcerned----- 4
- Very unconcerned----- 5

30. Have you noticed any shifts in community opinion about drinking and driving since the start of this program?

- Yes----- 1 CONTINUE
- No----- 2 SKIP TO QUESTION 32

31. What shifts in community opinion have you noticed?

32. CODE GENDER OF THE RESPONDENT.

Male----- 1

Female----- 2

33. What is your occupation? _____

35. How would you describe your role in the community? _____

Thank you very much for your time. Your input is important to us.

Name_____ Phone_____

Address_____

City_____ State_____ Zip_____

Bar People Survey

ASK TO SPEAK TO THE PERSON ON THE LIST.

Hello. I'm _____ from Wisconsin Research. As you may know, there has been a program in your community for most of the past year to offer rides to people who have been drinking. We are now evaluating this program which was a partnership between the Department of Transportation, Miller Brewing and the Tavern League. As a (bar owner / server) your insights are very important to us. We got your name from (the local coordinator of this program / your boss). I'll need about 20 minutes. Is this a good time to talk to you about the ride program? IF NOT A CONVENIENT TIME, PLEASE SCHEDULE A CALLBACK TIME WITH THE RESPONDENT.

INITIAL REFUSALS: TALLY: _____

CALLBACK: _____

POLK COUNTY-----	1 Quota 25
DODGEVILLE-----	2 Quota 25
TOMAH-----	3 Quota 25

1. Have you heard of any programs in your community to try to decrease driving after excessive drinking?

Yes-----1 CONTINUE

No-----2 SKIP TO QUESTION 3

Don't know-----3 SKIP TO QUESTION 3

2. How does the program work? Tell me what you know about it. PROBE: Can you tell me anything else about the program? **INTERVIEWER: RECORD VERBATIM AND THEN INTO APPROPRIATE CATEGORIES FOR APPROPRIATE AREA.**

SKIP TO QUESTION 5

POLK COUNTY

Limos -----	101
In operation Friday and Saturday nights-----	102
Pay \$3 or \$5 for one ride (either amount is correct)-----	103
Pay \$15 for a whole night of rides-----	104
Bar owners sell tickets for riders-----	105
Bar owners place calls to dispatch limos-----	106
Can ride in groups or alone-----	107
Can get ride to the bar at the beginning of the evening-----	108
Can drink in limo-----	109
Can bar hop from bar to bar-----	110
Can get ride home at end of night-----	111
Other (Specify)_____	198
Don't know / no answer-----	199

DODGEVILLE

Cost \$5 or \$10 (either amount is correct)-----	201
Service available Friday & Saturday nights and for special events-----	202
Can call for a ride-----	203
Ask bar to call for a ride-----	204
Cars are limo, Cadillac, Lincoln Town Car or Van-----	205
Can ride in groups or alone-----	206
Can call in advance to reserve a limo pick-up-----	207
Can get a ride to the bar at the beginning of the evening-----	208
Can bar hop from bar to bar-----	209
Can get ride home at end of night-----	210
Volunteer drivers will drive your car home for you-----	211
Other (Specify)_____	298
Don't know / no answer-----	299

TOMAH

Ace and/or AAA Cab Company provide service-----	301
Vouchers distributed by bartenders-----	302
Vouchers distributed by cab drivers-----	303
Cost is \$2 off ride home, or \$2 coupon for food/games with a ride the bar (either answer is correct)-----	304
5 pm to closing time-----	305
Anyone can call for a ride-----	306
Bartender can call for a ride-----	307
Can leave car parked downtown and have parking ticket revoked if ticketed-----	308
Other (Specify)_____	398
Don't know / no answer-----	399

3. Have you heard of a program in your area that provides rides to and from bars so that people who have had too much to drink can have a ride home?

Yes-----1 CONTINUE

No/don't know-----2 SKIP TO QUESTION 24

4. How does the program work? Tell me what you know about it. PROBE: Can you tell me anything else about the program? **INTERVIEWER: RECORD VERBATIM AND THEN INTO APPROPRIATE CATEGORIES FOR APPROPRIATE AREA.**

POLK COUNTY

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In operation Friday and Saturday nights-----	102
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Can bar hop from bar to bar-----	110
Can get ride home at end of night-----	111
Other (Specify)_____	198
Don't know / no answer-----	199

DODGEVILLE

Cost \$5 or \$10 (either amount is correct)-----	201
Service available Friday & Saturday nights and for special events-----	202
Can call for a ride-----	203
Ask bar to call for a ride-----	204
Cars are limo, Cadillac, Lincoln Town Car or Van-----	205
Can ride in groups or alone-----	206
Can call in advance to reserve a limo pick-up-----	207
Can get a ride to the bar at the beginning of the evening-----	208
Can bar hop from bar to bar-----	209
Can get ride home at end of night-----	210
Volunteer drivers will drive your car home for you-----	211
Other (Specify)_____	298
Don't know / no answer-----	299

TOMAH

Ace and/or AAA Cab Company provide service-----	301
Vouchers distributed by bartenders-----	302
Vouchers distributed by cab drivers-----	303
Cost is \$2 off ride home, or \$2 coupon for food/games with a ride the bar (either answer is correct)-----	304
5 pm to closing time-----	305
Anyone can call for a ride-----	306
Bartender can call for a ride-----	307
Can leave car parked downtown and have parking ticket revoked if ticketed-----	308
Other (Specify)_____	398
Don't know / no answer-----	399

5. What is the name of that program? RECORD AND CODE ALL THAT ARE MENTIONED _____

ROAD CREW -----	1
THE PARTY BARGE -----	2
TAKE A CAB ON OUR TAB -----	3
SAFE RIDE -----	4
Wrong name (RECORD ALL WRONG NAMES GIVEN BY RESPONDENT)-----	5
Don't know-----	6

6. **FOR EACH NAME NOT MENTIONED IN Q5 ASK:** Have you heard of a program called: READ
PROGRAM NAME:

The Road Crew -----	1
The Party Barge -----	2
Take a Cab on our Tab -----	3
Safe Ride -----	4

Only respondents who are aware of program at question 1 or 3 should answer the following.

7. How did you first learn about this program? DO NOT READ LIST. RECORD ON GRID UNDER FIRST HEARD. **SINGLE RESPONSE**
8. Where else have you seen news, publicity, or advertising for that program? RECORD ON GRID UNDER OTHER. **MULTIPLE RESPONSE**

	FIRST HEARD	OTHER
Radio-----	01	01
TV commercial-----	02	02
TV news-----	03	03
Newspaper ads-----	04	04
Newspaper articles-----	05	05
Vehicle signage-----	06	06
Posters in bars-----	07	07
Word of mouth/other people-----	08	08
Know people who have used it-----	09	09
Flyers at local establishments-----	10	10
Road Crew T-shirt-----	11	11
Bar workers-----	12	12
Bar owners-----	13	13
Community coalition / team-----	14	14
Police / sheriff-----	15	15
Tavern League meeting or newsletter	16	16
Other (SPECIFY:		
_____	98	98
Don't remember/don't know-----	99	99

9. How do you feel about the ride program that is in your area? Do you feel . . . READ LIST.

Very positive about the program-----	1
Somewhat positive about the program-----	2
Neither positive nor negative about the program---	3
Somewhat negative about the program-----	4
Very negative about the program-----	5
Don't know-----	6 DO NOT OFFER

10. What do you think are the positive features of this ride program? PROBE: Any others?

11. What do you think are the negative features of this ride program? PROBE: Any others?

IF QUESTION 11 ANSWER IS "NONE" SKIP TO QUESTION 12

11a. How would you go about improving the program? PROBE: Anything else?

12. Do you feel the ride program has had any positive impact in your community?

Yes----- 1 CONTINUE
No----- 2 SKIP TO QUESTION 13

12A. What positive impact has it had? PROBE: Anything else?

13. Do you feel the ride program has had any negative impact in your community?

Yes----- 1 CONTINUE
No----- 2 SKIP TO QUESTION 13C

13A. What negative impact has it had? PROBE: Anything else?

13B. From your perspective as a bar owner or server, how would you go about improving the program? PROBE: Anything else?

Now, I'd like to ask you for your opinion of changes that may have happened in your community since the beginning of the ride program.

13C. With respect to the **number of people** going to bars, do you think that for **your** bar the numbers have: READ LIST.

Increased----- 1
Decreased----- 2
Stayed about the same-----3

13D. With respect to the **amount** that people are drinking in the bars, do you think that for **your** bar this has: READ LIST

Increased----- 1
Decreased----- 2
Stayed about the same-----3

13E. With respect to where people drink, do you think that people now are more likely to:
READ LIST.

Drink at home----- 1
Drink at bars----- 2
Or, there hasn't been much change in drinking habits----- 3

13F. With respect to the **number of people** who drive after drinking excessively, do you think that this has: READ LIST.

Increased----- 1
Decreased----- 2
Stayed about the same----- 3

13G. With respect to the amount that **individual people** are driving and drinking excessively, do you think that this has: READ LIST.

Increased----- 1
Decreased----- 2
Stayed about the same----- 3

14. In what ways did your bar participate in the ride program? PROBE: Any other ways?

14a. FOR EACH NOT MENTIONED AT Q14 ASK: In addition to what you just told me, which of the following things have been done in your bar to promote the ride program? READ LIST OF ITEMS NOT MENTIONED IN THE PREVIOUS QUESTION..

Put up posters----- 01
Actively encouraged servers to tell about ride program----- 02
Handed out ride coupons or vouchers----- 03
POLK ONLY: Sell tickets----- 04
Make calls for patrons who requested a ride----- 05
Initiated getting patrons a ride (rather than waiting for patron to
ask for a ride)----- 06
Don't know / no answer----- 99 DO NOT
OFFER

15. For each of the following issues, would you say that there has been an increase, decrease or no change **in your bar's business** since the beginning of the ride program?

	Increase	No change	Decrease	Don't know
Change in sales	1	2	3	4
Change in individual consumption levels	1	2	3	4
Changes in number of customers	1	2	3	4

16. Before this program began, did you feel that drinking and driving in your area was....?

A major problem----- 1
 Somewhat of a problem----- 2
 A minor problem----- 3
 No problem at all----- 4

17. Has your opinion changed since the initiation of this program?

Yes----- 1 CONTINUE
 No----- 2 SKIP TO QUESTION 19

18. How has **your opinion** about drinking and driving as a problem in your community changed?

19. Have you seen an increase or decrease in the use of other designated driver plans since the beginning of the program?

Yes, increase----- 1
 Yes, decrease----- 2
 No change----- 3
 Don't know / no answer----- 4

20. Have you noticed that people who had used other designated driver programs in the past have switched over to the new ride program?

Yes-----	1
No-----	2
Don't know / no answer-----	3

21. Do you feel that the people who are using the new ride program would have used other programs anyway?

Yes-----	1
No-----	2
Don't know / no answer-----	3

21a. Do you feel that people are taking more or less responsibility for their drinking now that there is a ride service available?

More responsibility-----	1
Less responsibility-----	2
No change-----	3

22. Has anyone in your community said anything to you regarding this program?

Yes----- 1 CONTINUE
No----- 2 SKIP TO QUESTION 25

23. What have they said about the program?

SKIP TO QUESTION 25

24. Before this call today, did you feel that drinking and driving in your area was. . . ?

A major problem----- 1
Somewhat of a problem----- 2
A minor problem----- 3
No problem at all----- 4

25. In your community as a whole, how concerned are residents with drinking and driving.
Would you say they are: READ LIST,

Very concerned----- 1
Somewhat concerned----- 2
Neither concerned or unconcerned----- 3
Somewhat unconcerned----- 4
Very unconcerned----- 5

26. An important part of the ride program is that it will need to be self sufficient in order to continue in the future. The fees that are collected from the riders would pay for the program. Do you feel that your community **should** continue this program?

Yes----- 1
No----- 2

26A. IF YES AT Q26 ASK: Why do you feel that the program should continue?

IF NO AT Q26 ASK: Why do you feel that the program should not be continued?

27. Do you think your community **will** continue this program after the pilot program has ended?

Yes----- 1
No----- 2

28. IF **YES** AT Q27 ASK: Why do you feel that your community **will** continue the program beyond the pilot program?

IF **NO** AT Q27 ASK: Why do you feel that your community will **or will not** continue the program beyond the pilot?

29. How do you feel about programs such as this one, which try to change behavior in the community? Do you. . READ LIST.

- Strongly support this type of program----- 1
- Somewhat support this type of program----- 2
- Strongly believe that it is up to the individual
to control his / her own behavior and the
community should not be involved----- 3
- Somewhat believe that it is up to the individual to
control his / her own behavior and the
community should not be involved----- 4
- Don't know / no answer----- 5 DO NOT OFFER

30. In your community as a whole, how concerned are residents with drinking and driving. Would you say they are: READ LIST,

- Very concerned----- 1
- Somewhat concerned----- 2
- Neither concerned or unconcerned----- 3
- Somewhat unconcerned----- 4
- Very unconcerned----- 5

31. Have you noticed any shifts in community opinion about drinking and driving since the start of this program?

- Yes----- 1 CONTINUE
- No----- 2 SKIP TO QUESTION 33

32. What shifts in community opinion have you noticed?

33. CODE GENDER OF THE RESPONDENT.

- Male----- 1
- Female----- 2

34. Are you a bar owner or an employee at a bar?

Owner----- 1
Employee----- 2

Thank you very much for your time. Your input is important to us.

Name_____ Phone_____

Address_____

City_____ State_____ Zip_____

DRAFT OF PHONE SURVEY QUESTIONNAIRE
TO BE USED WITH COUPON HANDOUT IN BARS

Hello and thank you for calling us.

We handed out hundreds of coupons on the night when you received yours. There is no way for us to be able to identify you, so we hope that you will be honest in your answers to a few questions. This call should last about four minutes. You will be able to answer each question by pressing one or more numbers on your telephone keys. After answering our questions I will give you a number for you to write on your coupon. This will activate the coupon so that you can use it. Once again, this is a completely anonymous survey, so please be candid in your answers.

Press 1 to continue.

1. If you are a man, press 1, if a woman, press 2.
2. How old are you? Simply press your age on the keys, and then the pound key. For example if you are 27, press 2, then 7, then #.

** NOTE FOUR SETS OF THE NEXT TWO QUESTIONS, BY COMMUNITY **

3. IN DODGEVILLE: On the night you got this coupon, how did you get home? If you drove yourself home, press 1; if you used a ride service such as the Road Crew, press 2; if you took public transportation (for example a bus, or taxi), press 3; if someone drove you home, press 4; if you walked, press 5; if none of these describe how you got home, press 6.
4. IN DODGEVILLE: If that form of transportation home did not exist, then how would you have gotten home? If you would have driven yourself home, press 1; if you would have used a ride service such as the Road Crew, press 2; if you would have taken public transportation (for example a bus, or taxi), press 3; if someone would have driven you home, press 4; if you would have walked, press 5; if none of these describe how you would have gotten home, press 6.
3. IN POLK COUNTY: On the night you got this coupon, how did you get home? If you drove yourself home, press 1; if you used a ride service such as the Party Barge, press 2; if you took public transportation (for example a bus, or taxi), press 3; if someone drove you home, press 4; if you walked, press 5; if none of these describe how you got home, press 6.
4. IN POLK COUNTY: If that form of transportation home did not exist, then how would you have gotten home? If you would have driven yourself home, press 1; if you would have used a ride service such as the Party Barge, press 2; if you would have taken public transportation (for example a bus, or taxi), press 3; if someone would have driven you home, press 4; if you would have walked, press 5; if none of these describe how you would have gotten home, press 6.
3. IN TOMAH: On the night you got this coupon, how did you get home? If you drove yourself home, press 1; if you used a ride service such as Take a Cab on our Tab, or the Road Crew, press 2; if you took public transportation (for example a bus, or taxi

without a discount ride voucher), press 3; if someone drove you home, press 4; if you walked, press 5; if none of these describe how you got home, press 6.

4. IN TOMAH: If that form of transportation home did not exist, then how would you have gotten home? If you would have driven yourself home, press 1; if you would have used a ride service such as Take a Cab on our Tab, or the Road Crew, press 2; if you would have taken public transportation (for example a bus, or taxi without a discount ride voucher), press 3; if someone would have driven you home, press 4; if you would have walked, press 5; if none of these describe how you would have gotten home, press 6.
3. IN CONTROL COMMUNITIES: On the night you got this coupon, how did you get home? If you drove yourself home, press 1; if you got a ride from a Safe Ride Program, press 2; if you took public transportation (for example a bus, or taxi), press 3; if someone drove you home, press 4; if you walked, press 5; if none of these describe how you got home, press 6.
4. IN CONTROL COMMUNITIES: If that form of transportation home did not exist, then how would you have gotten home? If you would have driven yourself home, press 1; if you got a ride from a Safe Ride Program, press 2; if you would have taken public transportation (for example a bus, or taxi), press 3; if someone would have driven you home, press 4; if you would have walked, press 5; if none of these describe how you would have gotten home, press 6.

**** NOW RETURN TO A SINGLE SET OF QUESTIONS FOR ALL ****

5. On the night you got this coupon, how many bars did you visit? Press the key that shows the number of bars.
6. On the night you got this coupon, did you have any alcoholic drinks?
Press 1 for Yes; Press 2 for No.

If Yes, (IF NO, COMPUTER WILL AUTOMATICALLY SKIP TO Q 8.)
7. About how many alcoholic drinks did you have? Press the key that shows the number of drinks. If you had more than 8, just press 8. If you are unable to even make a close guess, press 9.
8. In a typical two-week period, on how many nights do you have 5 or more drinks and then drive yourself home? Press the key that shows the number. If it is more than 8, just press 8. If you are unable to even make a close guess, press 9.
9. If you could pay to get a convenient ride home after drinking, what would be a fair price for such a ride? Press the keys that show the amount in dollars. For example, if you would spend \$10, you would just press 1-0. If you would not be willing to pay anything, press 0. Press # after you answer.
10. If you could pay for a package of rides that includes a convenient ride to a bar, rides between the bars you'd like to go to, and then a ride home, what would be a fair single price for the package of all these rides? Press the keys that show the amount in dollars. For example, if you would spend \$10, you would just press 1-0. If you would not be willing to pay anything, press 0. Press # after you answer.

11. Is there a ride service in your community that will take you home if you don't want to drive yourself home at the end of the evening? If yes, press 1. If no, press 2.

12. If YES to Question 11, continue here. If NO, skip to final Thank you and instructions. Have you ever used the ride service? If yes, press 1. If no, press 2.

Thank you for your answers. Please stay on the line and you will hear your identification number in one moment. Write that number on your coupon and then you will be able to use it.

\$7 Value Toward Any Food, Games, or Merchandise at This Location

To validate this offer, follow the easy steps on the reverse side.
Please show this coupon when placing your order.

**Not valid with any
other offer.**

**Only one coupon
per person.**

No cash value.

Validation Code: _____

Step 1 Within 72 hours of receiving this coupon, call us at *67 (to assure yourself that **we cannot identify your call**), and then **1-866-476-1384** toll free from any touch tone phone.

Expiration Date
To Redeem
This Coupon:
7/20/2003

Step 2 Answer a few questions. **The call will take about 4 minutes.** The call only requires that you press keys on your telephone keypad to respond. **There is no way we can trace your call back to you, so please respond honestly.**

Server ID: _____

Step 3 At the end of your call, you will be given a validation code. Please write this code in the space provided on this coupon.